

Message Text

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62

ACTION COME-00

INFO OCT-01 ARA-06 ISO-00 EB-07 SSO-00 USIE-00 CIAE-00

INR-07 LAB-04 NSAE-00 PA-01 SIL-01 PRS-01 INRE-00

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O R 072100Z APR 76

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC IMMEDIATE 4921

INFO AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

LIMITED OFFICIAL USE BRASILIA 2995

E.O. 11652: N/A

TAGS: BEXP BR

SUBJECT: SAO PAULO TRADE CENTER

REF: BRASILIA 2798

1. ON RECEIPT OF REFTTEL, CONGEN SAO PAULO COMPLETED
FACTUAL MEMORANDUM ON SAO PAULO TRADE CENTER (PURPOSE,
HISTORY, COST SIGNIFICANCE FOR SAO PAULO CITY AND STATE)
AND TOOK TRANSLATION TO GOVERNOR PAULO EGYDIO'S
SECRETARY APRIL 2. GOVERNOR HAD ALREADY LEFT FOR
ROAD DEDICATION IN CAPAO BONITO, BUT THE SECRETARY
PROMISED TO HAND THE MEMORANDUM TO THE GOVERNOR WHEN
HE SAW HIM APRIL 4. CG ALSO LEFT WITH THE SECRETARY
A COPY OF THE FOREIGN MINISTRY'S "COMERCIO EXTERIOR"
WITH THE ARTICLE SOLICITING BRAZILIAN COMPANIES
TO PARTICIPATE IN ANY ONE OF 20 FORTHCOMING TRADE
FAIRS IN THE UNITED STATES AT BRAZILIAN GOVERNMENT
EXPENSE AND NOTED THAT THE PRESS HAD RECENTLY CARRIED
MINISTER REIS VELLOSO'S STATEMENTS THAT THE GOVERNMENT
WAS OPENING THREE NEW "TRADE CENTERS/ IN THE UNITED
STATES IN ADDITION TO FIVE ALREADY IN EXISTENCE. THE
ONLY TRADE FAIR PARTICIPATION WHICH THE US CURRENTLY
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HAD PLANNED FOR BRAZIL WAS IN THE SAO PAULO TRADE

CENTER BEGINNING IN MID-1977. WE WERE NOT PLANNING TO DO ANYTHING THAT THE BRAZILIAN GOVERNMENT WAS NOT DOING, ALTHOUGH OUR EFFORTS WOULD BE CONCENTRATED IN ONE PLACE. CG ALSO LEFT WITH THE SECRETARY A LIST OF THE FOURTEEN TRADE CENTERS THE US OPERATES AROUND THE WORLD IN THE MAJOR COMMERCIAL CITIES AND POINTED OUT THE PRESTIGE FOR SAO PAULO, AS WELL AS THE REGIONAL NATURE OF THE TRADE CENTER, THE ONLY ONE PLANNED FOR SOUTH AMERICA.

2. CG EARLIER HAD A BRIEF WORD WITH GOVERNOR PAULO EGYDIO AT THE MILITARY CEREMONIES ON MARCH 31 AND HE ASKED CG TO CALL HIM ABOUT THE TRADE CENTER. HE NOW HAS THE BACKGROUND IN WRITING. CG INFORMED HIS SECRETARY THAT WE UNDERSTOOD INFORMALLY THAT THE INTER-MINISTERIAL TECHNICAL COMMITTEE HAD RECOMMENDED AGAINST THE OPENING OF OUR CENTER. NOT WANTING THE GOVERNOR TO BE SURPRISED BY THAT INFORMATION SHOULD HE CHOOSE TO MAKE A DEMARCHE IN BRASILIA, CG HAS AN APPOINTMENT TO SEE THE GOVERNOR APRIL 12 TO EXTEND AN INVITATION TO THE MAY PARTNERS OF THE ALLIANCE WEEK IN SAO PAULO, AND WILL HEAR THE OUTCOME OF THIS APPROACH THEN, IF NOT BEFORE.
CRIMMINS

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